CLAIMS

1. The method for presenting merchandise having given trade dress at an outdoor paved surface, comprising the steps of:

defining a retailing geometric boundary at said paved surface;

providing a plurality of anchors about said boundary, each extending below said surface and mutually spaced apart to establish bay distances, each said anchor having a vertically disposed sleeve having a support distance located below said paved surface;

providing a plurality of first poles, each having an insertion end configured for slideable insertion to the extent of said support distance within a said sleeve and extensible, when inserted within a said sleeve, an overhead signage sight height from said surface to a top

positioning said first poles within said anchor sleeves to define a retail floor pattern having an entrance region and a shopper aisle extending therefrom to a shopper exit region;

interconnecting a said pole top with a next adjacent said pole top with a horizontally disposed signage support to define a three-dimensional retailing region with a select number of merchandising bays extending between adjacent said poles from at least a portion of said geometric boundary to said shopper aisle;

suspending merchandise information signage from said signage support at said boundary along said bays;

said signage extending downwardly from said signage support within a shopper line of sight region to a lower border adjacent a bay access elevation above said surface;

positioning said merchandise within said bay below said bay access elevation and locating said merchandise in correspondence with said merchandise information signage; and

providing a cash/wrap region adjacent said shopper aisle.

2. The method of claim 1 including the steps of:

providing flag support structures at said top of said poles;

providing a plurality of flag assemblies; and

positioning said flag assemblies within said flag support structures.

3. The method of claim 2 in which said plurality flag assemblies are provided as pennants formed with nylon.

4. The method of claim 1 including the steps of:

providing a canopy; and

mounting said canopy with said poles at said cash/wrap region.

5. The method of claim 1 in which said step of suspending merchandise information signage establishes said bay access elevation as about eight feet.

6. The method of claim 1 in which said step for providing said poles with a said overhead signage sight height provides said sight height within a range of between about 10 feet and 12 feet.

7. The method of claim 2 in which said step for providing said anchors, provides said mutual spacing within a range from about 3 feet to about 20 feet.

8. The method of claim 1 including the steps of:

providing a plurality of covers each being extensible over a said anchor sleeve adjacent said surface; and

attaching a said cover over each said sleeve when not engaged with a said pole.

9. The method of claim 1 in which said step for positioning said poles defines said retail floor pattern as having a said entrance region, a said shopper aisle and a said exit region with widths of about 10 feet.

10. The method of claim 1 in which said step for interconnecting each said pole top with the next adjacent pole top is carried out with a tensioned cable assembly as said horizontally disposed signage support.

11. The method of claim 1 including the steps of:

providing a horizontally disposed lower signage support interconnecting a said pole with said next adjacent pole at about said bay access elevation; and

coupling said horizontally disposed lower signage support with said signage adjacent said lower border.

12. The method of claim 11 in which said step of coupling said horizontally disposed signage support is carried out with break-away couplers configured to break in response to the assertion of a predetermined wind load upon said signage.

13. The method of claim 12 in which said step of providing said horizontally disposed lower signage support is carried out by providing a tensioned cable assembly.

14. The method of claim 1 including the steps of:

providing two said anchors adjacent said boundary mutually spaced apart a banner width distance;

providing two second poles each having an insertion end configured for slideable insertion to the extent of said support distance within a said sleeve of one of said two anchors, said second poles being extensible when inserted within a said sleeve, a second pole height from said surface to a second pole top greater than said overhead signage sight height;

providing an upper banner support assembly extensible between said two second poles;

removably horizontally coupling said upper banner support assembly between said two second poles adjacent said second pole tops; and

suspending a remotely viewable banner from said upper banner support.

15. The method of claim 14 in which said step for providing two said anchors adjacent said boundary locates said two anchors adjacent said entrance region.

16. The method of claim 1 in which said step for providing a plurality of anchors provides said sleeves as each having a base plate at an elevation with respect to said paved surface selected to effect a linear alignment of said first pole tops.

17. The method of claim 1 in which:

said step for providing a plurality of anchors provides said anchors in regularly spaced relationship defining a geometric grid; and

said step for defining a retailing boundary defines said boundary by selecting anchors with said geometric grid.

18. A system for presenting merchandise at an outdoor paved surface, comprising:

a plurality of anchors fixed beneath said surface in a geometric pattern within a retail region boundary, at least two of said anchors being mutually spaced apart a bay distance, each said anchor including a vertically disposed sleeve having a support distance located below said surface and extending to an engagement surface;

a plurality of first poles of first height, each having a first top and an insertion end slidably inserted in supporting relationship within a select said anchor sleeve to an extent wherein said insertion end is in freely abuttable contact with said sleeve engagement surface, said first poles being inserted within said anchors in mutually spaced adjacency to define a merchandising region exhibiting an entrance region, a shopper aisle and an exit region, said pole first height establishing an overhead signage sight height from said surface to said first top;

an overhead top connector assembly fixed to each said first pole adjacent said first top.

a plurality of upper signage support assemblies removably coupled with said overhead top connecter assemblies to define a boundary of said merchandising region including said entrance region;

a plurality of merchandise information carrying signs suspended from select said upper signage support assemblies and extending downwardly therefrom to a lower border to define a shopper line of sight region;

a retainer connection assembly fixed to each said first pole at a location defining a bay access elevation above said surface when said first poles are inserted within said sleeves;

a plurality of lower signage retainer assemblies removably coupled between retainer connector assemblies of adjacent said first poles in parallel relationship with said upper signage support assemblies; and

a plurality of lower couplers removably connected between said lower signage retainer assemblies and said lower border of said signs.

19. The system of claim 18 in which each said upper signage support assembly comprises:

an elongate cable;

a cable tensioner coupled with said cable; and

two spaced apart spring actuated couplers manually connectable with said overhead top connector assemblies.

20. The system of claim 18 in which each said lower signage retainer assembly comprises:

an elongate cable;

a cable tensioner coupled with said cable; and

two spaced apart spring actuated couplers manually connectable with said retainer connector assemblies.

21. The system of claim 18 in which said lower couplers are configured to break away in response to the assertion of predetermined wind loads at said signs.

22. The system of claim 18 in which each said sleeve engagement surface is at an elevation with respect to said paved surface selected to effect a linear alignment of said first pole tops.

23. The system of claim 18 in which:

two said anchors are spaced apart a banner width and located adjacent said entrance region;

two second poles, each having an insertion end slideably inserted in a sleeve of one of said two anchors to an extent wherein said insertion end is in freely abuttable contact with said sleeve engagement surface, said second poles extending a second pole height from said paved surface to a second top greater than said first height;

an upper banner connector assembly fixed to each said second pole adjacent said second top;

an upper banner support assembly removably coupled with said two second poles at said upper banner connector assembly thereof; and

a banner removably coupled with said upper banner support assembly and extending downwardly therefrom to a lower banner edge.

24. The system of claim 23 further comprising:

a lower banner connector assembly fixed to each said second poles adjacent said lower banner edge;

a banner retainer assembly removably coupled between said second poles at the lower banner connector assembly thereof; and

at least two said lower couplers removably connected between said banner retainer assembly and said lower banner edge.

25. The system of claim 24 in which said two lower couplers are configured to break away in response to the assertion of a predetermined wind load at said banner.

26. The system of claim 23 in which each said sleeve engagement surface of said two anchors is at an elevation with respect to said paved surface selected to affect a common elevation of said second pole second tops.